

BIBLIOGRAPHY

GATAB, MICHELLE B. APRIL 2008. Communication Strategies in the Formulation and Dissemination of Ordinances in the Municipality of Bakun, Benguet (2004-2007). Benguet State University, La Trinidad, Benguet.

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ABSTRACT

The study was conducted to identify the ordinances formulated, describe the process of formulating ordinances, determine the methods of disseminating ordinances, determine the community people's awareness of ordinances, and to identify the communication problems encountered in the formulation and dissemination of ordinances. An interview schedule was used among 62 respondents from October to December 2007.

There were 21 ordinances formulated from 2004 to 2007, many of which were on education. The 15 regular standing committees in the municipal council followed the steps in the formulation of ordinances as prescribed in the Local Government Code of 1991 but most of the constituent-respondents claimed that they were not consulted. The ordinances were reproduced, posted in conspicuous places or distributed to concerned offices and individuals. All of the respondents from Ampusongan acquired information from relatives and friends or from LGU employees. Generally, the number of respondents who were aware of ordinances in Ampusongan outnumbered those in Bagu.

It is concluded that the ordinances formulated were on different aspects but were mostly on education; that those in central Bakun were generally more aware of the ordinances than those in remote areas; that the Sangguniang Bayan members followed the process of formulating ordinances but majority of the respondents claimed they were not consulted; that information on ordinances were acquired mostly from relatives and friends; that dissemination strategy was limited to posting of the ordinances; and, that the problems encountered in the formulation and dissemination of ordinances had to do with people's attitudes and logistics.

It is recommended that the Sangguniang Bayan members should continue following the recommended process of formulating ordinances but they should be conducting more home visits or small group consultations in the research stage; that more dissemination strategies should be adopted like the use of information materials in popularized forms; that the local government of Bakun should allot funds for Instructional Educational Communication for easier diffusion of information to every barangay, whether near or far; and that there should be a continuing information drive in every barangay. This may be done through a partnership with Development Communication students.

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INTRODUCTION

Rationale

It is a common observation in many places that there are many stray dogs wandering on the streets even though there is an ordinance in most municipalities stating that all dogs should be tied. This is probably just one of the many ordinances that are not being followed.

Another ordinance that is obviously not being followed is that on solid waste management. It is not being followed because as we notice in our surroundings, trash is scattered and not properly disposed.

These observations indicate that these ordinances have problematic implementation. One probable cause is on the communication process that takes place in the formulation of ordinances and also in its dissemination. It is possible that residents and non-residents do not abide with these ordinances because they were not consulted or they were not informed.

The common observation also applies to the municipality of Bakun, a rural place in Benguet. It has seven barangays that are very far apart from each other. Some of its barangays are not accessible by land transportation. In order to reach the remote barangays, one must walk about 10 kilometers from the road. Accessibility is a factor that affects communication so this situation of poor accessibility in Bakun affects communication between the people and local officials. Since the local officials are involved in policy-making, it follows that the formulation and dissemination of ordinances are also affected.

Ordinances are made to guide, control, and maintain order in the community. It is a local law prescribing a rule of a general character, permanent rule of conduct binding not only upon the inhabitants of the municipality but also on the strangers and non-residents coming within its territorial limits and a continuing regulation (Cortez, 1952). Municipal ordinances are as important as they are the specific expressions of what actually transpire at the municipal levels.

Considering how important ordinances are, there is a need to study the communication strategies in their formulation and dissemination in order to gain insights that can be used to enhance their implementation.

Statement of the Problem

The study sought to answer the following questions:

1. What are the ordinances formulated at the municipal level?
2. What are the processes of formulating ordinances?
3. What are the methods of disseminating the said ordinances?
4. Are the community people aware of the ordinances?
5. What are the communication problems encountered in the formulation and dissemination of ordinances?

Objectives of the Study

The study aimed to:

1. Identify the ordinances formulated at the municipal level;
2. Describe the process of formulating ordinances;

3. Determine the methods of disseminating ordinances;
4. Determine the community people's awareness of the ordinances; and
5. Identify the communication problems encountered in the formulation and dissemination of ordinances.

Importance of the Study

The results of the study may be used by development communicators as their basis in developing information materials for the dissemination of ordinances; by members of the Sangguniang Bayan to improve their communication strategies in the formulating and disseminating these ordinances in Bakun, Benguet, and other municipalities in Benguet, particularly in the Cordillera Region.

It will also serve as a student reference for their communication studies.

Scope and Limitations of the Study

The study was conducted in Barangay Ampusongan and Barangay Bagu to determine the communication strategies in the formulation and dissemination of ordinances in Bakun, Benguet from 2004-2007. Respondents were the members of the Sangguniang Bayan from 2004 to 2007, Sangguniang Bayan Staff, and 50 residents in the study area.

REVIEW OF LITERATURE

Formulated Ordinances

Zoning ordinances are municipal ordinances establishing industrial, commercial, and residential zones and permitting offensive and unwholesome trades and occupations only in the industrial zone, or determining kinds of machinery which may be installed in the different zones, or prohibiting certain enterprises like the sale and keeping of lumber in designated street, have been declared valid under the general welfare clause. Health measures, ordinances designed to preserve and protect the health and convenience of the inhabitants are authorized not only under the general welfare clause but also under other powers expressly granted to municipal corporations (Sinco, et al, 1955).

Formulating Ordinances

The method of enacting ordinances is usually prescribed in the municipal charter. The law requires that “the affirmative vote of the majority of all the members of the municipal council shall be necessary to the passage of any ordinance or of any proposition creating indebtedness; but other measures, except as otherwise specially provided, shall prevail upon the majority vote of the members present at any meeting duly called and held.” With respect to other measures, the computation of the majority vote required for passage is based on the legal quorum. Section 2229 of the Revised Administrative Code provides that every ordinance or resolution passed by the municipal council shall be approved and signed by the mayor, except those repassed by the council

over his veto and those which he neither approves nor vetoes within five days after their passage (Cortez, 1952)

Community People's Awareness

The Information Education Campaign (EIC) printed materials seeks to raise public awareness (Ramos, 2007).

According to Braid (1983) as cited by Abag (2005) that the most important units in government and non-government agencies operate from a certain unit. Their principal function is to support the institutions in diffusing information to the public and creating awareness of their activities and programmes.

Disseminating Information

According to the Encyclopedia Britannica (1970) as cited by Banania (2003) that information dissemination in the ancient times, our ancestors used their knowledge on how to disseminate information by being practical. They invented a way to spread information in the mass media are wireless transmission of spoken words and photography in natural colors. At the present times, as years passed just this 20th century, technologies were developed to enable millions of people to hear, to see and to read the same information at about the same time, whereas only hundreds could do so before; and the half of the 20th century, far from completed.

According to Maslog as cited by Abag (2005) that public information officers then like development communicators must see themselves as pivot between their organization and the public.

According to the Pattern for Rural Development (1969) as cited by Abag (2005) that development worker will have to act as the disseminator of the information and utilize all available means to convey his message to as many people as possible.

Methods of Disseminating Ordinances

The secretary to the sanggunian concerned shall cause the posting of an ordinance or resolution in the bulletin board at the entrance of the municipal or barangay hall in at least two (2) conspicuous places in the local government unit concerned not later than (5) days after approval thereof. The text of the ordinance or resolution shall be disseminated and posted in Filipino or English and in the language or dialect understood by the majority of the people in the local government unit concerned, and the secretary to the sanggunian shall record such fact in a book kept for the purpose, stating the dates of approval and posting. The gist of all ordinances with penal sanctions shall be published in a newspaper of general circulation within the province where the local legislative body concerned belongs. In the absence of any newspaper of general circulation within the province, posting of such ordinances shall be made in all municipalities and cities of the province where the sanggunian of origin is situated (Pimentel, 1991).

Publication is also required within ten days after its approval and if no date is fixed in the ordinance, it becomes effective on or after the tenth day following its publication. Ordinances passed without such publication are null and void. The object of publication before the adoption of an ordinance is to advise interested parties so as to give them an opportunity to present their views to the municipal board. It is not enough to publish excerpts; the ordinance must be published in full. After the provincial board has

passed upon all municipal ordinances and resolutions, they are filed with the provincial governor. The file is open for public inspection (Sinco, et al, 1955).

Communication Strategies

According to the IRRI (1991) as cited by Solimen (2003) that studies have established that communication is more effective when more than one sense at a time is engaged. This means that the more media are employed, the greater is the possibility of message to reach audience and influence them. Thus, a combination of interpersonal and mass communication strategies is often used.

It was noted further that communication strategies are related to one another. No single approach is perceived superior over the other (Amadeo, 2004).

Communication Problems

Communication is fundamental to all social processes--especially conflict. One of the first steps people can take to make conflicts more constructive is to examine their own communication strategies to determine whether or not they are communicating their interests and needs effectively to the other side, and whether they are understanding the perspective of the other side accurately. Much can be done to improve interpersonal and/or inter group understanding simply by improving the nature--and amount--of the communication between the parties (Anonymous. 1998).

METHODOLOGY

Locale and Time of the Study

The study was conducted in Bakun, Benguet, a municipality which is 86 kilometers or four hours land travel from the City of Baguio. Figure 1 shows that the municipality forms part of the boundary of Benguet and Ilocos Sur. The municipality is accessible through the following entry points: Sinipsip junction of the Halsema Highway (Km 70); Acop Tollgate via Kapangan and Kibungan; and Colliding in Madaymen, Kibungan.

The specific study areas were in two barangays of Bakun: Barangay Ampusongan and Barangay Bagu. Ampusongan is where the municipal hall is located and it is easily accessible by land transportation. On the other hand, Bagu is a remote barangay which is also accessible by land transportation but only during the dry season. However, there are no regular public transportation trips going there. To reach the place, one has to hike for an average of three hours. The barangays were chosen because of their contrasting characteristics in terms of access which is a factor in communication.

The study was conducted from October 2007 to December 2007.

Respondents of the Study

There were 62 respondents of the study: the eight Sangguniang Bayan members who served the 2004-2007 term; the four Sangguniang Bayan Staff and 50 community people of barangay Ampusongan and barangay Bagu who established residence in the



Figure 1. Map of Benguet, showing the location of the study

area on or before 2003. Purposive quota sampling was used in selecting the respondents of the study.

Socio-demographic Profile of the Respondents

Table 1 shows the respondent's socio-demographic profile in terms of sex, age, educational attainment, and occupation. Slightly more than half of the respondents were female, Ampusongan (52 %) and Bagu (56 %). In Ampusongan, many of the respondents belonged to the age bracket of 41-50 (28 %) and 51-60 (28 %) while only 4 % belonged to the age bracket of 20-30. Majority (52 %) of them reached secondary level and great majority (96 %) were self-employed such as farming (10 or 40 %), house keeping (8 or 32 %), business (4 or 16 %), and laborer (2 or 8 %). In Bagu, less than half (40 %) of the respondents belonged to the age bracket of 41-50 and only 4 % belonged to the age bracket of 20-30. Majority (68 %) of them finished elementary level and great majorities (96 %) of them were self-employed such as farming (21 or 84 %).

Data Collection

Data collection was through document assessment, key informant interviews and sample survey. Guide questions and interview schedules were used to gather data from the key informants and other respondents.

Table 1. Socio-demographic profile of the respondents

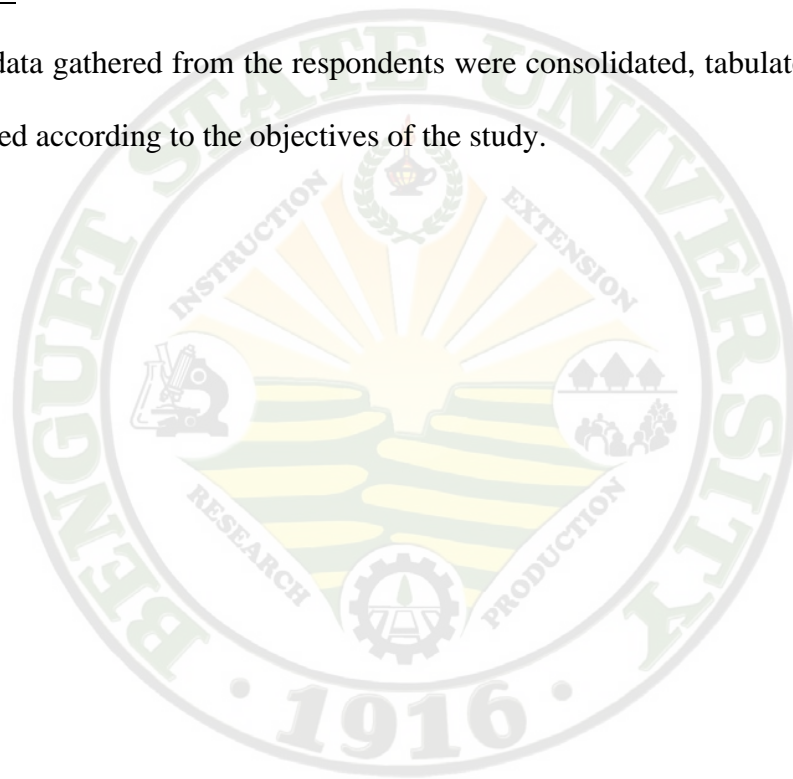
CHARACTERISTICS	NUMBER (n=50)	TOTAL	
			PERCENTAGE %
Sex			
Male	23		46.00
Female	27		54.00
TOTAL	50		100
Age			
20-30	2		4.00
31-40	8		16.00
41-50	18		36.00
51-60	11		22.00
Above 60	11		22.00
TOTAL	50		100
Educational Attainment			
Elementary level	26		52.00
Secondary level	18		36.00
College level	6		12.00
TOTAL	50		100
Occupation			
Self-employment	48		96.00
Government Employees	2		4.00
TOTAL	50		100

Data Gathered

The data gathered were the ordinances formulated at the municipal level; process of formulating ordinances; communication strategies in the formulation; community awareness of the ordinances; methods of disseminating ordinances; and communication problems encountered in the formulation and dissemination of ordinances.

Data Analysis

The data gathered from the respondents were consolidated, tabulated, categorized and interpreted according to the objectives of the study.



RESULTS AND DISCUSSION

Ordinances Formulated at the Municipal Level

Table 2 shows the number of ordinances formulated from 2004-2007 during the incumbency of the councilor-respondents. These were classified into eight categories: Education, Administration, Social Welfare, Natural Resource Management, Trade and Commerce, Health, Municipal Revenue Generation and Infrastructure.

There were 21 ordinances formulated by the Sangguniang Bayan during the period under study. Education had the most number of ordinances at nine or 42.85% of all the ordinances; followed by administration (19.04%). The other categories had one or two only.

Table 2. Classification of ordinances

CLASSIFICATION	NUMBER	PERCENTAGE (%)
Education	9	42.85
Administration	4	19.04
Social Welfare	2	9.52
Natural Resource Management	2	9.52
Trade and Commerce	1	4.76
Health	1	4.76
Municipal Revenue Generation	1	4.76
Infrastructure	1	4.76
TOTAL	21	100

Process of Formulating Ordinances

Figure 2 shows the steps in the process of formulating ordinances followed by 15 regular standing committees in the municipal council of Bakun. The committees were on finance, appropriation and budget; taxation and assessment; agriculture, environment and natural resources; infrastructure and public works; tourism, trade and industry; education, culture, social services and social events; health, sanitation and nutrition; laws, ordinances, public order and safety; barangay affairs; boundary dispute; youth and sports development; labor, employment and employees concerns; transportation, communication and public information; good governance and public accountability (blue ribbon); and ethics.

A committee is comprised of one chairman and two members. A Sangguniang Bayan member is tasked to be the chairman and a member of two certain committees.

Research. The committee conducted a research to identify community problems by asking the people. Then solutions to the problems were evaluated in terms of the pros and cons to the inhabitants of the municipality also in its agreement to the Philippine Constitution.

Drafting. The committee drafted the title and body of an ordinance and submitted it to the Secretary to the Sangguniang Bayan for polishing. In this stage, the secretary completed the form of the proposed ordinance by putting in specific parts like the enacting clause, etc.

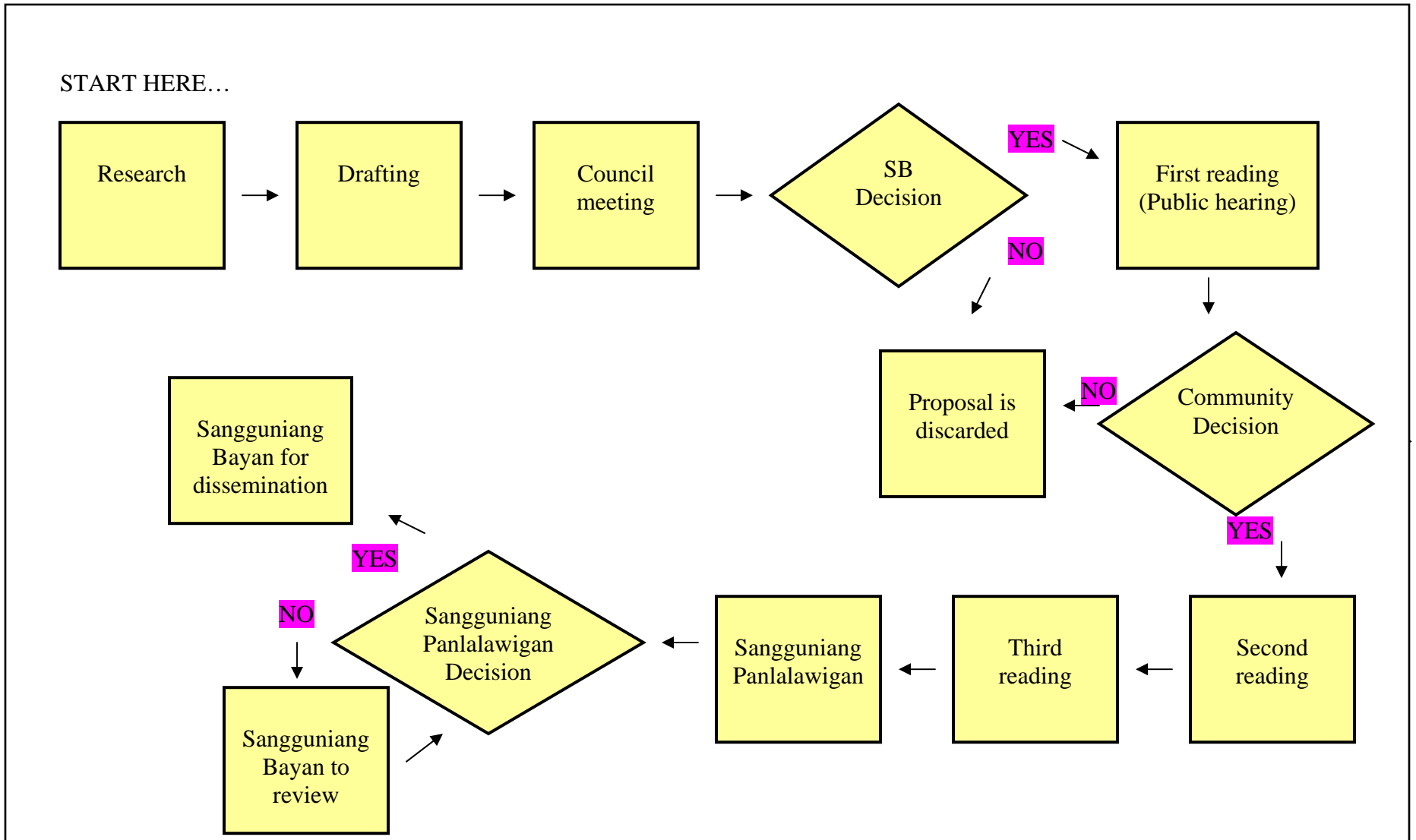


Figure 2. Process of formulating ordinances followed by the municipal council (2004-2007)

Council meeting. The committee presented the proposal during the council meeting. A proposal not approved by the Sangguniang Bayan members was considered dead and therefore discarded. But if the committee still decided to make revisions, the proposal may still be improved and presented again to the council until it conformed to the body's collective decision.

As the presiding officer, mediator, or chairman in the law-making body, the vice-mayor still had the right to propose an ordinance. However, in such case, he could not deliver a sponsorship speech on the floor to lay down its justification so he usually asked somebody to preside or to sponsor his proposed ordinance.

The proposed ordinance needed a majority vote from Sangguniang Bayan members before it was finally drafted for the first reading and first public hearing.

First public hearing. The first reading was also the first public hearing held at the municipal ground. During this stage, the Punong Barangay or his representative, other concerned offices, community people, business owners, and leader of the church were invited to be present. The chairman of the committee or the Secretary to the Sangguniang Bayan presented or read and explained the sections of the ordinance being proposed. Suggestions and comments from the Punong Barangay, concerned office, community people, business owners, and leader of the church were noted by the Secretary to the Sangguniang Bayan.

Second reading. After including suggestions from the first public hearing, the second reading was scheduled. During the second reading, the results and suggestions from the community during the first reading were read. The community had access to this meeting because the session was open to the public. The proposed ordinance was

deliberated on by the council members. After all the debates and revisions, the Secretary to the Sangguniang Bayan made the final draft of the proposed ordinance and gave it to the committee concerned for final deliberation. According to one of the Sangguniang Bayan members, they followed the process for formality's sake only.

Third reading. During the third reading, the council approved the proposed ordinance. Each member of the council affixed his signature on every page of the proposed ordinance after by the committee concerned. After the Municipal Mayor signed the proposed ordinance, it was forwarded to the office of the Sangguniang Panlalawigan. Before passing the proposed ordinance, the Secretary to the Sangguniang Bayan made a certification that public hearings were done.

Sangguniang Panlalawigan. In the office of the Sangguniang Panlalawigan, they forwarded the proposed ordinance to the committee concerned for review and comments within 30 days. In the absence of problems, comments, suggestions from the concerned committee at the Sangguniang Panlalawigan level, the proposed ordinance was approved and returned to the municipal office for dissemination and implementation.

Where revisions had to be made, the Sangguniang Panlalawigan returned the proposed ordinance to the concerned committee of the Sangguniang Bayan for improvement. Then after the revisions were made by the Sangguniang Bayan, the proposed ordinance was again passed to the office of the Sangguniang Panlalawigan. The same process was followed by the Sangguniang Panlalawigan until there were no more revisions after which the ordinance was approved and returned to the Sangguniang Bayan for dissemination and implementation.

Consultation by Local Officials

Figure 3 presents the constituent-respondents' claims on whether or not the people were consulted prior to formulation of ordinances.

The Sangguniang Bayan members said that they consulted the community people. However, majority (62 %) of the respondents from both study areas said that the local officials did not consult them to ask about their needs or concerns.

Only 38 % of the respondents said that they were consulted by the local government officials through general assembly or home visits as shown in Figure 3.

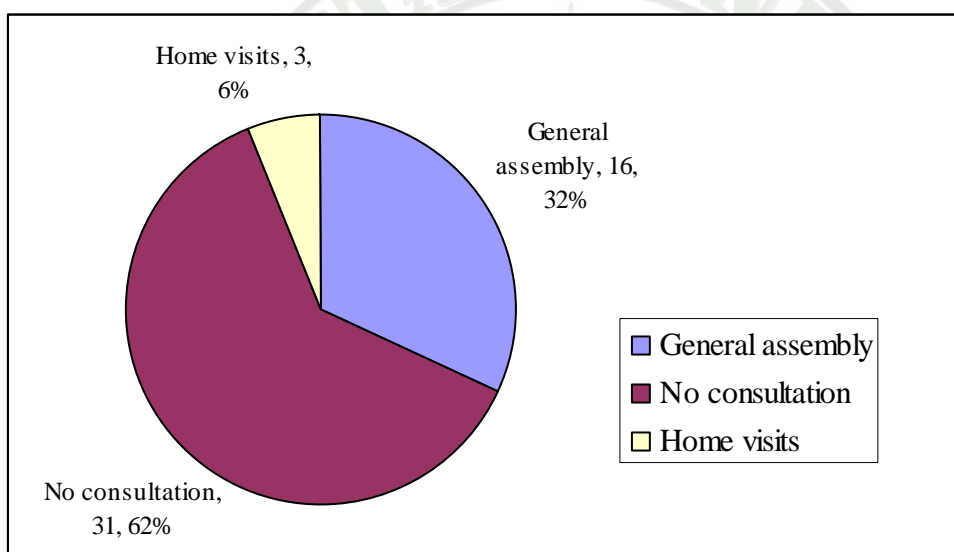


Figure 3. The conduct of consultation by local officials

Dissemination of Municipal Ordinances

Figure 4 traces the procedure of disseminating ordinances followed by the Sangguniang Bayan in Bakun.

Reproduce copy. The Sangguniang Bayan staff led by the Secretary reproduced copies of the newly approved ordinance complete with all the parts such as ordinance number, title (the subject matter), preamble (explanatory note), enacting clause, the body, and the date of effectivity.

It was also mentioned that the copies reproduced for dissemination were in English. This practice did not conform with the Law on Municipal Government in the Philippines (Aruego, 1968) that the text of the ordinance shall be disseminated and posted in Filipino and in a language or dialect understood by the majority of the people.

Posting. The SB staff posted copies of the ordinance in conspicuous places within the municipal hall premises like the entrance to the building and most especially on bulletin boards. This shows that the SB staff adhered to Article 114 (Local Government Code of 1991) which states that ordinances with penal sanctions shall be posted at conspicuous places in the provincial capitol, or city, municipal or barangay hall for three weeks.

Distribution of copies. The SB staff distributed copies of the ordinance to every Punong Barangay in the municipality, offices and private persons directly affected. The copy of the Punong Barangay was meant to be posted in the barangay hall centers, cooperative stores, and or multi-purpose buildings. To ensure that each barangay was furnished of the approved ordinances, the office of the municipal secretary asks for certification or a receipt copy from the Punong Barangay or barangay secretary.

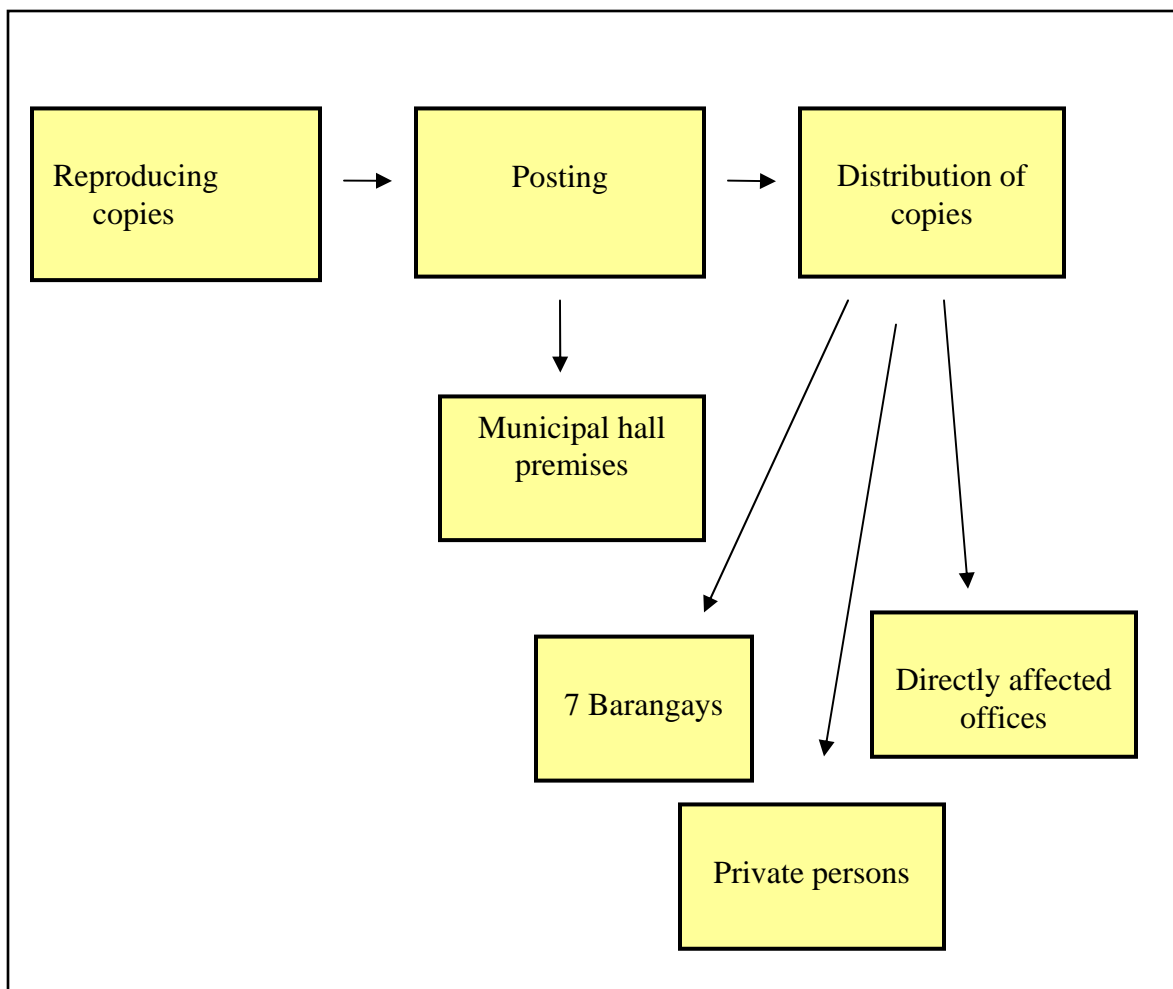


Figure 4. Procedure of disseminating ordinances followed by the secretarial staff in Bakun

The flow chart does not show any forum or general assembly as a means of disseminating information on ordinances. One reason given by the SB staff was the difficulty in gathering people because of the geographical setting of the barangays. Another reason was the lack of budget to finance food for the community people. The municipality has no official publication so it resorted to distribution of copies and posting the same in conspicuous places. This practice is acceptable. According to Pimentel

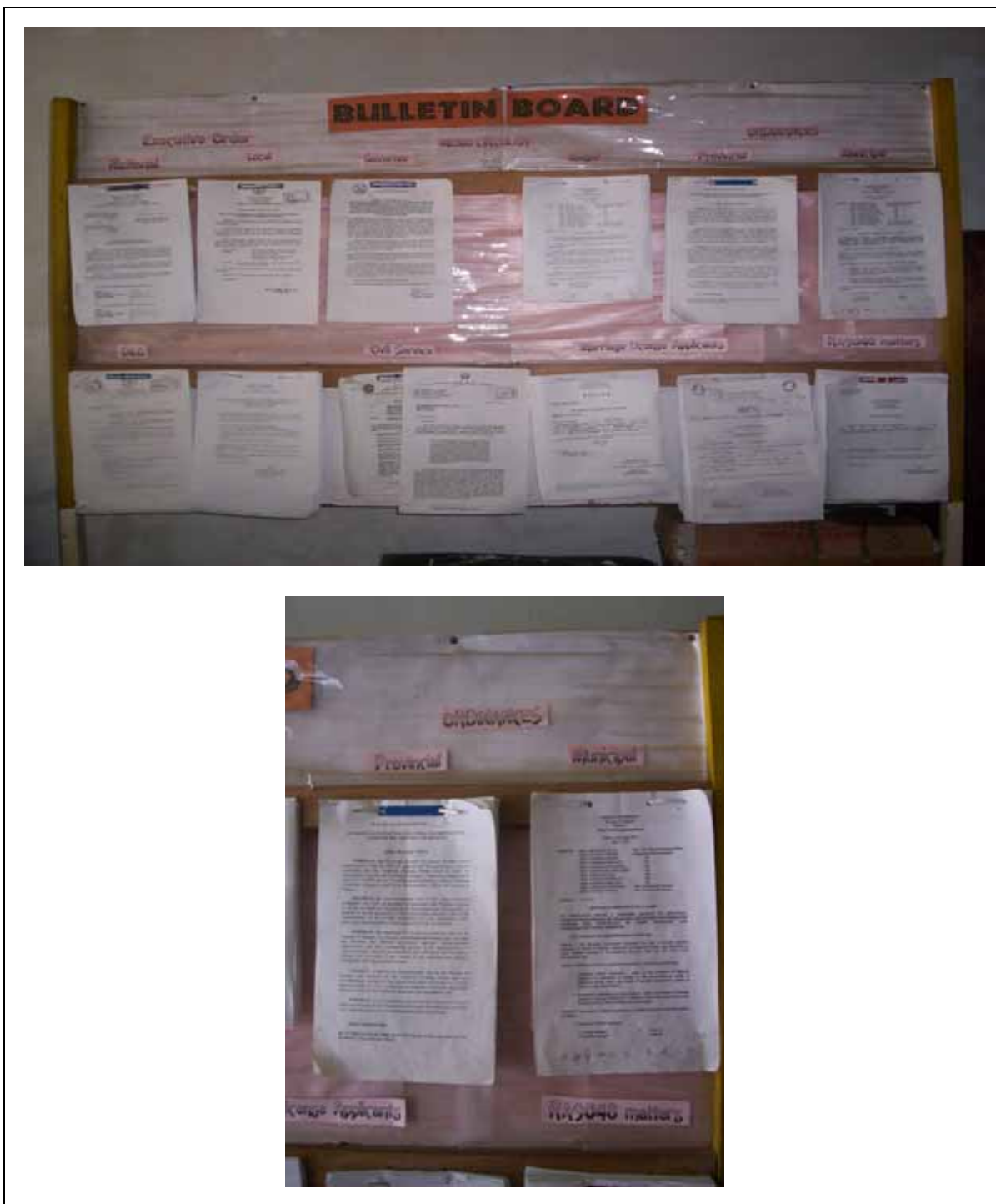


Figure 5. Posted ordinances on the municipal hall bulletin board

(1991), the gist of all ordinances with penal sanctions shall be published in a newspaper of general circulation where the local legislative body concerned belongs. In the absence of any newspaper of general circulation within the province, posting of such ordinances shall be made in all municipalities of the province.

Respondents' Sources of Information on the Formulated Ordinances

Figure 6 presents the respondents' sources of information on the formulated ordinances. All of the respondents from Ampusongan acquired information from relatives and friends compared with 80 % only in Bagu.

The second leading source of information for both areas was the LGU employees (74 %) such as the Barangay Health Workers (BHW), Assessor's Office, Local Civil Registrar (LCR), and teachers.

Posted or distributed copies of the ordinance served as a source of information for 68 % of the Ampusongan respondents but only 20 % for Bagu respondents. This observation shows a difference in the access or availability of the copies. Since the municipal hall is located in Ampusongan, respondents from there understandably had greater access to posted and/or distributed materials.

However, it is also noted that there was a greater percentage for those who got information from meetings in Bagu at 20% compared to 12% in Ampusongan. The respondents claimed that barangay meetings in Ampusongan are very seldom. None of the respondents from Ampusongan acquired information from the radio which was used by 20% of Bagu respondents.

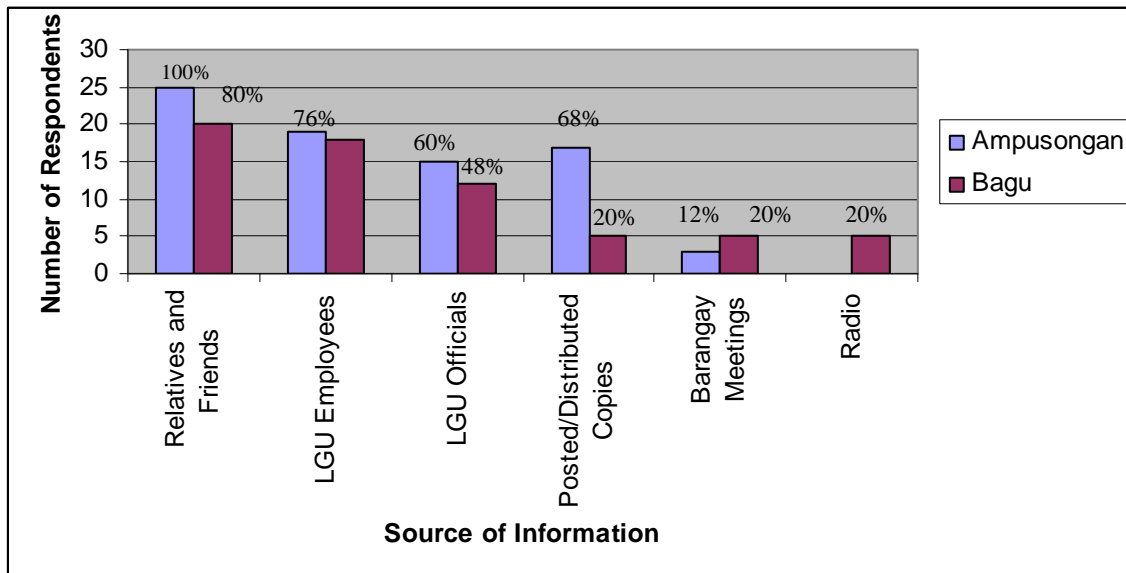


Figure 6. Respondents' sources of information on the formulated ordinances

Respondents' Awareness of the Ordinances

Education. Figure 7 shows the number of respondents who were aware of the ordinances on education. A great majority (92 %) of the respondents from Ampusongan were aware of the ordinance granting scholarship while only 57 % from Bagu were aware of the same ordinance. Similarly, for ordinances on renaming schools in the municipality, 52 % were aware in Ampusongan and only 32% were aware in Bagu.

This ordinance granting scholarship conforms with the Local Government Code of 1991 Article 100, Section 5 which states that "the Sangguniang Bayan shall establish a scholarship fund for poor but deserving students residing within the municipality."

The Sangguniang Bayan members, through ordinances, renamed eight schools to honor the contributor of the lot where the school was constructed. Likewise, this is supported by DECS Order No. 5, s. 1999, which provides that it is now the Local

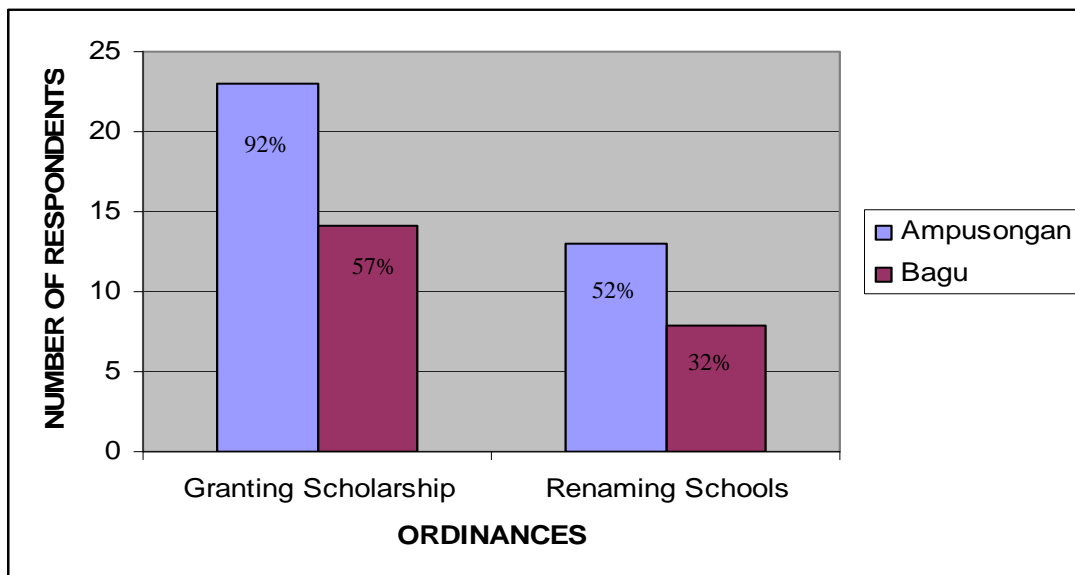


Figure 7. Respondent's awareness of education ordinances

Sanggunian which has the power to change the name of the schools through an ordinance.

Administration. Figure 8 presents the number of respondents aware of administration ordinances.

A great majority (92 %) of the respondents in Ampusongan were aware of the senior citizens officer for a day ordinance while only 40% were aware in Bagu . This ordinance addresses the concern in Article 100, Section 5 of the Local Government Code of 1991 which states that the Sangguniang Bayan shall establish a municipal council for the elderly which shall formulate policies and adopt measures mutually beneficial to the elderly and to the community. It is observed that of the four ordinances under this category, the number of those aware of each ordinance was higher in Ampusongan compared to that in Bagu except for the ordinance requiring the ratification of all

contracts entered into by the Mayor. For this ordinance, majority (64 %) of the respondents from Bagu were already aware and they attributed this to their attendance to a barangay meeting where it was announced.

Less than half of the respondents from both study areas were aware of the ordinance creating Executive Legislative Coordinating Committee in the Municipal Government, and on the ordinance creating the Local Youth Development Council of the municipality of Bakun, at 40 % and 20 % respectively.

This ordinance creating the Local Youth Development Council is in consonance with what is prescribed in the Local Government Code of 1991, Article 203. The same article also provides that the Sangguniang Kabataan shall create bodies or committees deemed necessary to efficiently carry out its programs and activities.

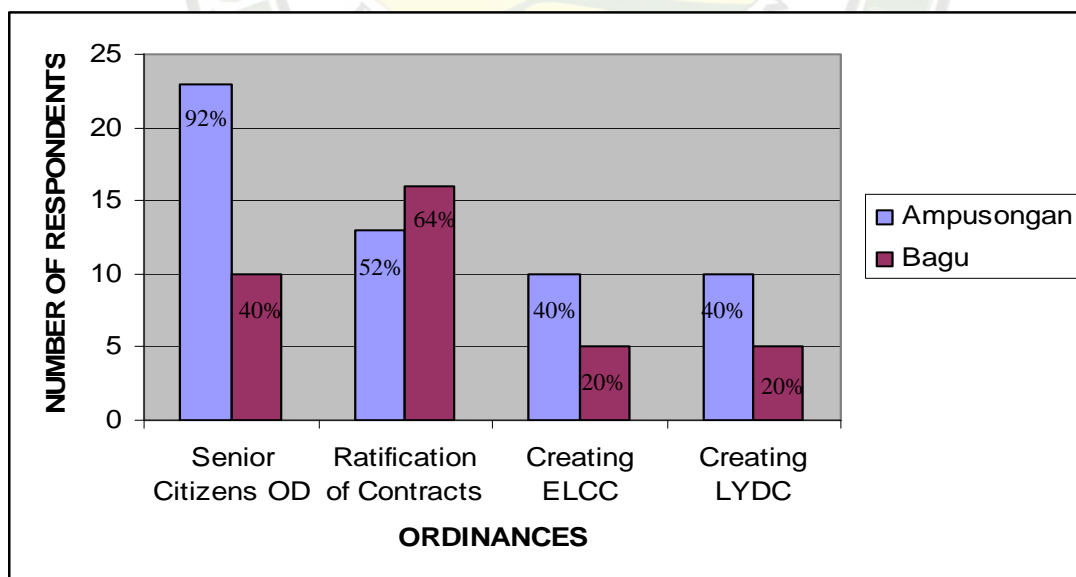


Figure 8. Respondents' awareness of administration ordinances

Social Welfare. Figure 9 shows the number of respondents' aware of social welfare ordinances.

Less than half of the respondents from Ampusongan were aware of the ordinance on creating a Philippine Health Capitation Fund from the proceeds of the out patients, and the ordinance fixing a uniform amount of financial assistance to victims of disasters.

It was also noted that slightly more than half (56 %) of the respondents from Bagu claimed that they were aware of the ordinance fixing a uniform amount of financial assistance to victims of disasters because they have already received financial assistance from the municipal government. Also, a very low number of respondents (12 %) from Bagu were aware of the ordinance creating a Phil. Health Capitation Fund from the proceeds of the out patients because according to the respondents, they did not have Phil. Health.

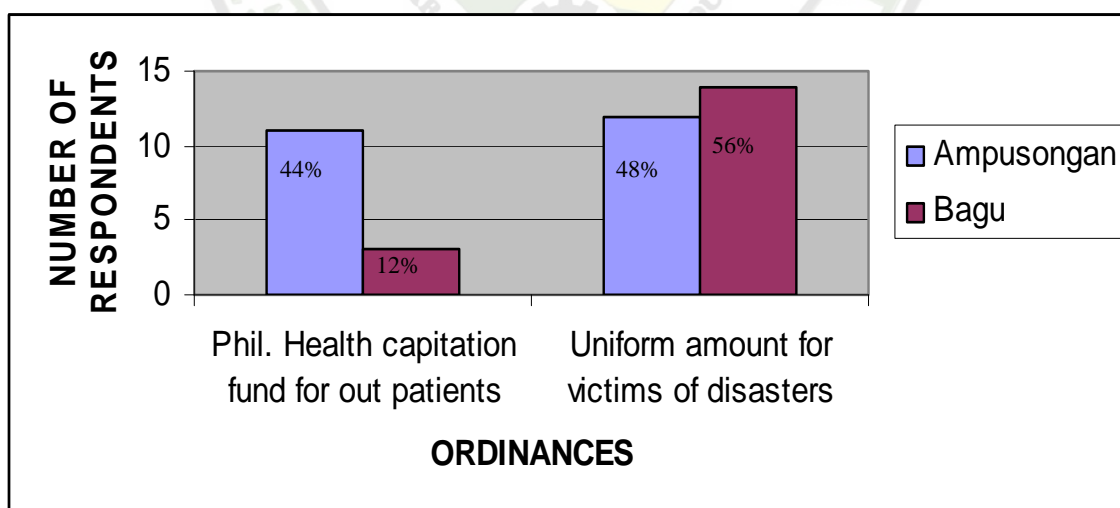


Figure 9. Respondents' awareness of social welfare ordinance

Natural resource management. Figure 10 shows the number of respondents aware of Natural Resource Management ordinances.

Majority of the respondents from Ampusongan were aware of the ordinance providing for the survey and segregation of road right-of-ways from tax declarations along existing roads and roads to be constructed within Bakun, Benguet (64 %) and the ordinance prohibiting the extraction of quarry resources along the Municipality's Access roads (60 %). It was also noted that less than half of the respondents from Bagu were aware of the same ordinances, 48 % and 36 % respectively.

According to the respondents from Bagu, they were not aware of the ordinances on natural resource management because there is no road going to their barangay.

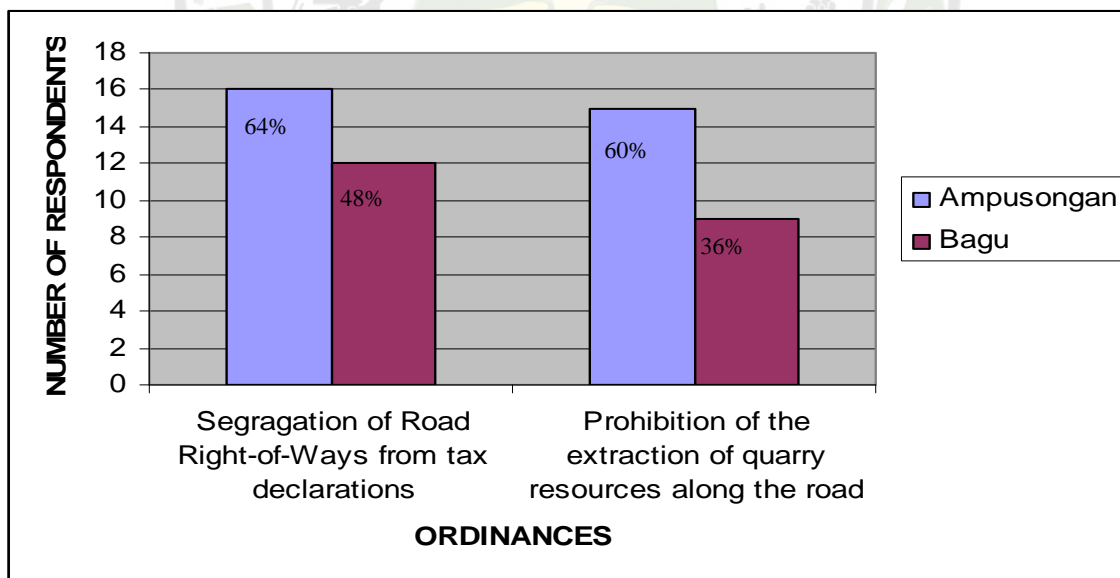


Figure 10. Respondents awareness of natural resource management ordinances

Other ordinances. Figure 11 shows the number of respondents aware of other ordinances on trade and commerce, health, municipal revenue, and infrastructure.

The ordinances which the respondents were aware of are those under health and municipal revenue. According to some of the respondents, they came to know of the ordinance on imposing fees for services because they have already been paying such fees.

This municipal revenue generation conforms to the Local Government Code of 1999, Article 244 that municipalities may impose and collect fees for service or use charges for any service rendered by the local government unit.

Less than half of the respondents from both study areas were aware of the ordinance on trade and commerce because according to them, they did not have television sets at home. Some of the respondents from Bagu mentioned also that electricity just currently arrived in their place.

It is noted that majority (60 %) of the respondents from Ampusongan were aware of the ordinance declaring Kaut-Kuwang to Labay road as a municipal road while only 16 % of the respondents from Bagu were aware.

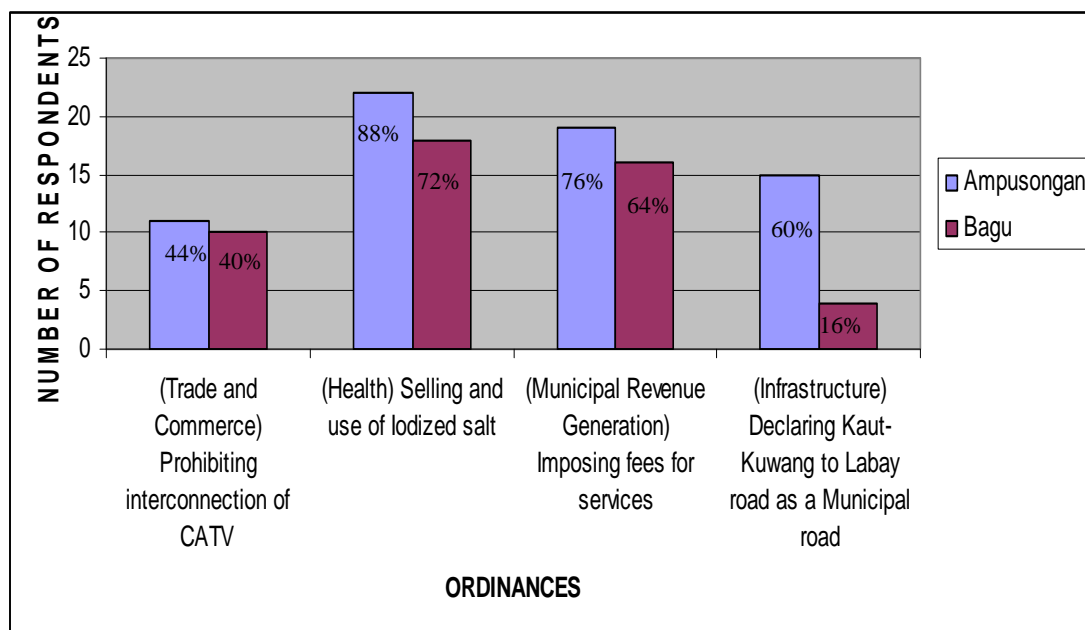


Figure 11. Respondent's awareness of other ordinances

Reasons of the Respondents for Not Being Aware of Ordinances

Figure 12 indicates the reasons of the respondents for not being aware of ordinances.

For all the 50 respondents, the leading reason for not being aware of the ordinances is lack of information dissemination (100 %). This was followed by lack of interest (74 %) and lack of time (22 %) of the respondents.

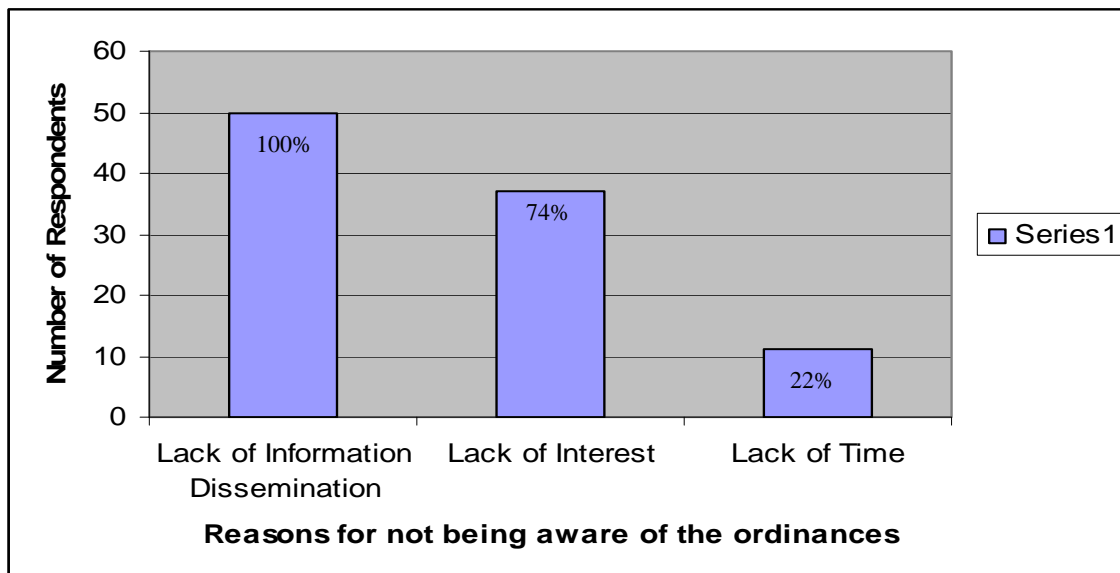


Figure 12. Reasons of the respondents for not being aware of ordinance

Communication Problems Encountered

Formulation of ordinances. According to the Sangguniang Bayan members, the problems they encountered during the process of formulation were lack of participation among the SB members. Most of the Sangguniang Bayan members were La Trinidad-based and they reported to the Bakun Municipal hall only on Tuesdays for their weekly meetings and when they were the officer for the day.

Another problem they encountered was the lack of interest of the community during public hearing. They said that there is a need of fund for food.

Dissemination of ordinances. The problems encountered by the office of the municipal secretary during dissemination of ordinances were lack of mass media communication channels, lack of transportation and accessibility from the municipal hall to the barangays because of the geographical location of the barangays and poor road conditions. Other problems were lack of interest and understanding since there was no 100 % attendance of the community people during the dissemination, and also lack of budget for food for the community people.

Respondents' Suggestions for the Improvement of Formulation and Dissemination Process

Formulation process. Table 3 shows the suggestions of the respondents for the improvement of the process of formulation.

Less than half (28 %) of the respondents from Ampusongan and Bagu suggested that the Sangguniang Bayan will formulate ordinances that concern the people and consult first the community before making ordinances (24 %). More of public hearing (12 %) and the Punong Barangay should be invited during the formulation (8 %) were also suggested.

According to the Local Government Code, Article 101, the Punong Barangay shall submit to the Sangguniang Bayan such suggestions or recommendations for the improvement of the inhabitants of the barangay.

The rest who did not suggest any for the improvement of the process of formulation were not familiar of the process of the formulation of ordinances.

Table 3. Respondents' suggestions for the improvement of the formulation process of ordinances

SUGGESTIONS	TOTAL	
	NUMBER (n=50)	PERCENTAGE %
Formulate ordinances that concerns the people	14	28.00
Consult first the community before making ordinances	12	24.00
More Public Hearing	6	12.00
Barangay Captain should be invited during the formulation	4	8.00

Dissemination process. Table 4 shows the suggestions of the respondents for the improvement of the dissemination process.

Majority (68%) of the respondents from Ampusongan and Bagu suggested that they need more information drive. Less than one fourth (18%) of them suggested that the Sangguniang Bayan member will be the one to disseminate per barangay. The respondents also suggested fund for food during dissemination (6%), radio program announcing (6 %), establish barangay information center in each barangay (4%), and install icom from municipal hall to barangay hall (2%).

Table 4. Respondents' suggestions for the improvement of the dissemination process of ordinances

SUGGESTIONS	TOTAL	
	NUMBER (n=50)	PERCENTAGE %
More Information Drive	34	68.00
SB members will disseminate each Barangay	9	18.00
Fund for food during dissemination	3	6.00
Radio program announcing	1	2.00
Establish barangay information center in each barangay	2	4.00
Install icom from municipal hall to barangay hall	1	2.00
*Multiple responses		

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

This study was conducted to identify the ordinances formulated at the municipal level, describe the process of formulating ordinances, determine the methods of disseminating ordinances, determine the community people's awareness on the ordinances, and to identify the communication problems encountered in the formulation and dissemination of ordinances.

It was conducted in Bakun, Benguet from October to December 2007. An interview schedule was used in gathering information from the 62 respondents.

There were 21 ordinances formulated by the Sangguniang Bayan and these were classified under education, administration, social welfare, natural resource management, trade and commerce, health, municipal revenue generation and infrastructure. Many of the ordinances were on education, almost all of which were on renaming schools.

There were 15 regular standing committees in the municipal council. These committees observed the following steps in the formulation ordinances : research to identify community problems; drafting of the proposal; presentation in a council meeting to decide whether or not to push through with the proposal; first public hearing to present, read and explain the ordinance being proposed; second reading to present the revised proposal; third reading to seek approval of council members; review of the proposal by the Sangguniang Panlalawigan (SP); and approval by SP.

Upon SP approval, the ordinances were reproduced, posted in conspicuous places or distributed to every Punong Barangay in the municipality, offices and private persons

directly affected. The ordinances were in the original form – typewritten in bond paper and in English.

All of the respondents from Ampusongan acquired information from relatives and friends or from LGU employees.

Majority of the respondents in both barangays were aware of the ordinances on education granting scholarship or renaming schools in the municipality. For ordinances on administration, majority were aware in Ampusongan but less than half were aware in Bagu. The difference between the two barangays were observed in all the other ordinances. Except for those on the uniform amount for disaster victims and the ratification of contracts, the number of aware respondents in Ampusongan outnumbered those in Bagu.

The problems encountered in the formulation of ordinances were lack of participation among the SB members, the lack of interest of the community during public hearing, and the lack of funds for food. The problems encountered the dissemination of ordinances were lack of mass media communication channels, lack of transportation and accessibility from the municipal hall to the barangays because of the geographical location of the barangays and poor road conditions.

Conclusions

From the findings, the following conclusions are derived:

1. The ordinances formulated were on different aspects but were mostly on education;

2. Those in Ampusongan were generally more aware of the ordinances than those in Bagu;
3. The Sangguniang Bayan members followed the process of formulating ordinances but majority of the respondents claimed they were not consulted.
4. Information on ordinances were mostly through interpersonal communication with relatives and friends since there was not much information dissemination being done.
5. Dissemination strategy was limited to posting of the ordinances.
6. The problems encountered in the formulation and dissemination of ordinances had to do with people's attitudes and logistics.

Recommendations

1. The Sangguniang Bayan members should continue following the recommended process of formulating ordinances but they should be conducting more home visits or small group consultations in the research stage.
2. More dissemination strategies should be adopted like the use of information materials in popularized forms.
3. The local government of Bakun should allot funds for Instructional Educational Communication for easier diffusion of information to every barangay, whether near or far.
4. There should be a continuing information drive in every barangay. This may be done through a partnership with Development Communication students.

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APPENDICES

Appendix A. Pictures during the interviews



Interview with one of the SB members



Interview with the Secretary to the Sangguniang Bayan



Interview with one of the respondents



Interview with one of the respondents

Appendix B. Interview Schedule for Local Government Officials (Sangguniang Bayan 2004-2007)

During your term as a Municipal councilor, what ordinances have you sponsored/proposed?	Action taken by Council	What were your bases for proposing a resolution?	How did you know about the situation/problem?	Problems encountered

Appendix C. Interview Schedule for the Secretarial Staffs (2004-2007)

I. SOCIO-DEMOGRAPHIC PROFILE

Name: _____

Sex:

 Male Female

Age: _____

Educational Attainment:

 Elementary graduate Secondary graduate College graduate Vocational

Position: _____

Year of Service: _____

II. METHODS OF DISSEMINATING MUNICIPAL ORDINANCES

1. Who are the persons responsible in disseminating municipal ordinances?

2. What are your methods in disseminating municipal ordinances?

(Please rank the methods you are using in the dissemination of the Municipal Ordinances. Rank number 1 should be the most commonly used methods. Those that are not being used should not be ranked)

Methods	Rank
Interpersonal communication	
a. home visit	
b. group discussion	
c. others (please specify)	
Mass	
a. discussing it or announcing it on radio	
b. discussing it or advertising it on TV	
c. publishing it on newspaper	
d. distribution of leaflet containing municipal ordinances	
e. distribution of brochures containing municipal ordinances	
f. distribution of pamphlets containing municipal ordinances	
g. mass campaigns of municipal ordinances	
h. meetings	
i. others (please specify)	

Appendix D. Interview Schedule for Community People

I. SOCIO-DEMOGRAPHIC PROFILE

Name: _____

Sex:

____ Male

____ Female

Age: _____

Barangay address: _____

Occupation: _____

Educational Attainment:

____ Elementary graduate

____ Secondary graduate

____ College graduate

____ Vocational

Year of residing in Bakun: _____

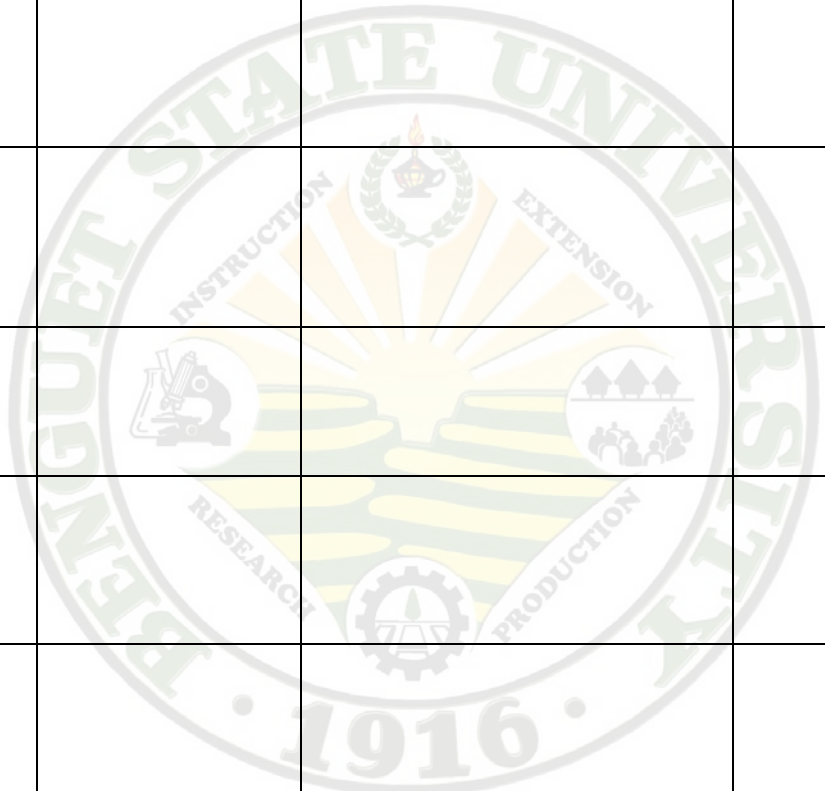
II. COMMUNITY PEOPLE'S AWARENESS ON THE ORDINANCES

2004 Ordinances	Aware	Source of information	Response	Not aware	Reason
1. Imposing Fees For Services					
2. Creating the Executive Legislative Coordinating Committee					

3. Segregation of Road Right of Ways From Tax Declarations					
4. Prohibition of the extraction of quarry resources along the municipality's access roads					
5. Phil. Health Capitation Fund					
2005 Ordinances	Aware	Source of information	Response	Not aware	Reason
1. Fixing A Uniform Amount Of Financial Assistance To Victims Of Disasters					
2. Selling And Use Of Iodized Salt					
3. Granting scholarship to poor but deserving students					

4. Local Youth Development Council of the Municipality of Bakun					
5. CATV					
2006 Ordinances	Aware	Source of information	Response	Not aware	Reason
1. Alibacong Elementary School to Labinio-Mariano Elementary School					
2. Day for Senior Citizens Officer					
3. Declaring kaut-kuwang to labay road as a municipal road					
4. Ratification of all contracts entered by the municipal mayor					

5. Dada Elementary School to Abiyang Elementary School					
6. Gambang Elementary School to Tingbaoen-Galisen Elementary School					
7. Caang Elementary School to Dio-alan Elementary School					
8. Belig Elementary School to Cadsi Amoy Elementary School					
9. Beto Elementary School to Cabatan Elementary School					
10. Sipitan Elementary School to Talbino Elementary School					
11. Namagtey Elementary School to Tanas Elementary School					



Do the local Officials (Barangay/municipal) come to you to ask about your concerns/needs?

_____ yes

_____ no

If yes, how?

What are your suggestions for the improvement of the process of dissemination?

What are your suggestions for the improvement of the process of formulation?

